



WUPW

# ORDER

Print Date 05/30/12

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Flight Dates 06/06/12-06/12/12

Contract / Revision 770868 /

Original Date / Revision  
05/18/12 05/21/12

Advertiser Crossroads GPS

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Product

Crossroads GPS-B

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office P-PHI

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 583

Alt Order # 6816902

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P15

Advertiser Ref

Primary Account Executive

Anjie Brady

Account Executive	Order%	Start Date	End Date
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Anjie Brady	100%		
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Order Share % Market Value

Competing Station	% of Order	Amount
ETOL	%	
TTWB	%	
WGTE	%	
WLMB	%	
WNWO	%	
WTOL	%	
WTVG	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
June 2012	10	\$1,326.00	\$1,560.00	0.00	05/28/12	06/12/12	10	\$1,326.00	\$1,560.00
Totals	10	\$1,326.00	\$1,560.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WUPW	06/07/12	06/07/12	Maury 10-11a M-F Maury	Comm	M-F 10-11 AM	---1---	1:00	1	\$100.00	P 4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/04/12	06/10/12	---1---		1		\$100.00		0.00					
E 2	WUPW	06/08/12	06/08/12	Maury 10-11a M-F Maury	Comm	M-F 10-11 AM	----1--	1:00	1	\$100.00	P 4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/04/12	06/10/12	----1--		1		\$100.00		0.00					
E 3	WUPW	06/06/12	06/06/12	People's Court 3-4p M-FComm The People's Court	M-FComm	M-F 3-4 PM	--1----	1:00	1	\$100.00	P 4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/04/12	06/10/12	--1----		1		\$100.00		0.00					
E 4	WUPW	06/08/12	06/08/12	People's Court 3-4p M-FComm The People's Court	M-FComm	M-F 3-4 PM	----1--	1:00	1	\$100.00	P 4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/04/12	06/10/12	----1--		1		\$100.00		0.00					



WUPW

Print Date: 05/30/12

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Contract / Revision 770868 Flight Dates 06/06/12-06/12/12

Hiatus Dates

Original Date / Revision 05/18/12/ 05/21/12

Order Sep 00:15:00

Advertiser Crossroads GPS

Product Crossroads GPS-B

Estimate # 583

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 5	WUPW	06/12/12	06/12/12	People's Court 3-4p M-FComm The People's Court	M-F 3-4 PM		-1-----	1:00	1	\$100.00	P 4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	-1-----					1	\$100.00		0.00			
E 6	WUPW	06/08/12	06/08/12	Late News M-F Fox Toledo News at 10PM	Comm	10-11p	----1--	1:00	1	\$350.00	P 5	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	----1--					1	\$350.00		0.00			
E 7	WUPW	06/11/12	06/11/12	Late News M-F Fox Toledo News at 10PM	Comm	10-11p	1-----	1:00	1	\$350.00	P 5	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	1-----					1	\$350.00		0.00			
E 8	WUPW	06/06/12	06/06/12	Seinfeld - A 11-1130p M-FComm Seinfeld	M-F 11-1130p		--1----	1:00	1	\$120.00	P 6	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	--1----					1	\$120.00		0.00			
E 9	WUPW	06/08/12	06/08/12	Seinfeld - A 11-1130p M-FComm Seinfeld	M-F 11-1130p		----1--	1:00	1	\$120.00	P 6	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	----1--					1	\$120.00		0.00			
E 10	WUPW	06/12/12	06/12/12	Seinfeld - A 11-1130p M-FComm Seinfeld	M-F 11-1130p		-1-----	1:00	1	\$120.00	P 6	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	-1-----					1	\$120.00		0.00			
													Totals	10	\$1,560.00